



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 01/16/01

AGENDA ITEM _____

WORK SESSION ITEM WS #2

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Neighborhood Initiatives Program

RECOMMENDATION:

It is recommended that City Council review and comment on this report.

BACKGROUND:

The NIP, as authorized by City Council is designed to encourage individuals and groups to join together to carry out a project of value and importance to their neighborhoods. Eligible projects must benefit all neighborhood residents; be one-time expenditures; meet minimum safety requirements; not conflict with existing City policy; and not duplicate existing private or public programs. Eligible applicants include: a group of neighbors; a neighborhood association; or a group of residents and representatives of neighborhood businesses. Applicants plan and implement the proposed project. Grants range from \$50 to \$2,500. The total amount available each fiscal year is \$50,000.

To ensure that all parts of the City have an opportunity to participate in the program, the City has been divided into four areas. No more than \$12,500 will be awarded a year for projects within each area. Grants are awarded on a first-come, first-served basis until the dollar limit for each area is expended.

OUTCOMES:

Over one hundred telephone contacts were received regarding the NIP. Twenty-five applications were received during FY 1999-2000. Eleven projects were approved for funding. These projects included:

- ☐ Joint financing with PTA, HARD, etc. to renovate ball fields at Highland Elementary to be used by students and community residents;
- ☐ Two (2) projects to plant and maintain crepe myrtle trees;
- ☐ Landscaping projects (4) in the Fairway Park area;
- ☐ Planter boxes and benches outside of Southgate Elementary School;
- ☐ Creation of graffiti removal kits; and
- ☐ Improvements outside of Southgate Swim Center.

Fourteen were not funded because the project requested was for:

- ☐ public works-related projects -- speed humps, stop signs, sidewalk repairs;

- ❑ projects on private property that primarily benefited the applicant – fixing driveways, sidewalks, lights for condo association; and
- ❑ projects that significantly exceeded the grant amount without specifying how the additional funds needed would be obtained.

Initially, there were many contacts from the public requesting projects that were solely or primarily of personal benefit or were for items for which there were existing City programs. Sometimes requests were made after citizen requests were turned down from other City Departments (e.g., requests for stop signs or speed humps). Neighborhoods that had active neighborhood groups that closely followed City activities benefited the most from the program; Area 4 received the most NIP grants. A number of prospective applicants mentioned that the \$2,500 ceiling on grants made it difficult to fund projects with community benefit and expressed the wish that the grant amount would be increased.

Summary

Based on the comments noted above, we recommend that Council increase the grant amount to cover necessary expenses up to \$5,000, since many landscape projects did not cover the cost of irrigation. In February, staff will begin a marketing campaign to better acquaint community residents with the program.

Prepared by:



Ann R. Bauman, Neighborhood and
Economic Development Manager

Recommended by:



Sylvia Ehrental, Director of Community
and Economic Development

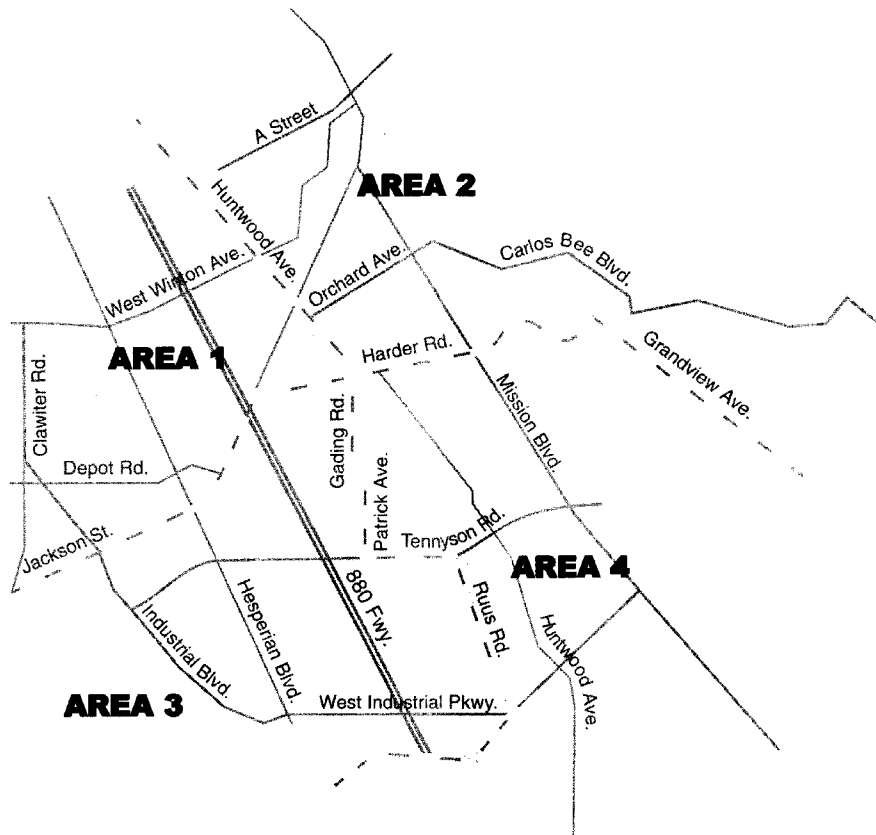
Approved by:



Jesús Armas, City Manager

Attachments: Exhibit A: NIP Brochure

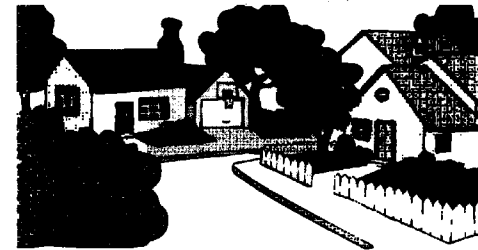
Neighborhood Initiatives Program Area Map



777 B Street, Hayward, CA 94541-5007

CITY OF
HAYWARD
HEART OF THE BAY

Neighborhood Initiatives Program



DEPARTMENT OF COMMUNITY
AND ECONOMIC DEVELOPMENT

CITY OF
HAYWARD
HEART OF THE BAY

What is the Neighborhood Initiatives Program?

The Neighborhood Initiatives Program (NIP) is designed to encourage individuals and groups to join together to carry out a project of value and importance to their neighborhoods.

Who Are Eligible Applicants?

Eligible applicants are:

- ✓ A group of neighbors,
- ✓ A neighborhood association, or
- ✓ A group of residents and representative(s) of neighborhood businesses.

Applicants plan and implement the proposed project. They do not have to be a recognized nonprofit organization.

How Much Money Is Available For Each Project?

Grants ranging from \$50 to \$2,500 will be provided to fund eligible projects. The total amount of funds available between July 1, 1999 and June 30, 2000 is \$50,000.

The City has been divided into four areas to ensure that all parts of the City have an opportunity to participate in this program. No more than \$12,500 annually will be awarded for projects within each area. Please see the Neighborhood Initiatives Program Map for the boundaries of each area.

Grants will be awarded on a first-come, first-served basis until the dollar limit for each area is expended.

What Projects Are Eligible?

Eligible projects must benefit all neighborhood residents. Examples include: neighborhood clean-up efforts, tree planting and landscaping, signage and other neighborhood improvements. Projects must be one-time expenditures. Support for service or neighborhood organization operating budgets is not eligible. Projects must meet minimum safety requirements, not be in conflict with existing City policy, and not duplicate existing private or public programs.

How to apply for a Neighborhood Grant:

The application process is very simple. To apply, neighborhood groups should fill out the application form on the opposite page and send it to:

**Neighborhood Initiatives Program
Community and Economic Development
City of Hayward
777 B Street
Hayward, CA 94541
(510)583-4250**

When the application is received, staff will quickly review the application for eligibility and determine if there are any conflicts with City policies including health and safety issues. If there are no conflicts and funds are available, the City will award the requested grant funds.

If changes to the project are needed to meet safety and/or policy considerations, staff will meet with the applicant to determine whether the applicant can make those changes. If changes can be made and funds are available, then the project will be funded.

NIP APPLICATION FORM

Please attach additional pages, as needed, to fully answer these questions.

1. Please describe the project:
2. Where will the project be located? (Please be as specific as possible.)
3. How much will the project cost?
4. Who will the project benefit?
5. How will the project be planned and completed?
6. Please describe the group requesting funds:

Please attach a project budget and a plan for ongoing maintenance of the project (if appropriate). Applications for physical improvements must include a drawing of the proposed project and a map of the project site.